

## Dreyfus

Broad at Second

### Will Accept Liberty Bonds In Payment For Merchandise Or On Accounts---At Face Value, Plus 2 Per Cent.



**Namely, a \$50 Liberty Bond Buys \$51 Dollars Worth of Merchandise. They Are Not Only As Good As Money In Your Pocket But a Little Better**

Not "over there," but over HERE;  
Not "over the top," but over the COUNTER;

Not "somewhere in France," but right in Richmond---

We have our first duty to do for our country.

The cream of America's manhood stands ready to-day, ready and waiting---waiting to fight the fight of fights.

Willingly and without a whimper these true Americans offer up their lives if need be on the altars of humanity.

It is for them to talk of "over there," and "over the top," "somewhere in France"---for them the red welt of war in the stinging days and burning nights of the trenches.

It is not for you, warm, well fed and comfortable that these catch phrases came into our language.

For YOU there is a responsibility that if you but visualize it should tax your very soul.

For you there is the responsibility of seeing that these picked men of the republic:

Get "over there" in ships worthy of the sons of such a nation, guarded from the steel sharks of Germany.

That they "go over the top" well fed and warmly clothed, armed with the best of guns and protected by every device known to the arts of war.

This is your duty because these men are your sons or your brothers---or the sons and brothers of your neighbors who have given all that they hold near and dear to the cause of peace and humanity.

"Somewhere in France" sounds poetic but right here in Richmond sounds more like business.

To-day you have but one duty---Buy Liberty Bonds so that you give the army of democracy a fighting chance.

This war will not be won on the western front, the eastern front, or the southern front until it is first won in Richmond, Virginia, United States of America.

Buy Liberty Bonds as a vote of confidence in the stability and strength of your nation.

Oversubscribe the Liberty Loan and every man has a new faith in the wealth and resources and prosperity of our country.

Let it fail and you weaken your own investments by saying that you don't believe---that you are lacking in faith in the future of America.

"What shall it profit a man though he gain the whole world if he lose his own soul?"

To-day the soul of the nation is on trial.

Buy Liberty Bonds because you are an American and believe in America and her standards of right and humanity.

(REPRINTED FROM DETROIT NEWS.)

## Monday a Sale of Beautiful Dresses

### Offering the Smartest Models at Liberal Reductions

Another typical Dreyfus event. A sale that is a real sale, offering hundreds of our beautiful new Dresses at greatly reduced prices. The smartest models of the season in the most desirable materials---Charmeuse, Satin, Serge, Georgette. All of these in the right colors that are in demand now. We want every woman in Richmond that intends buying a Dress to visit our Dress Section next week, and we have made it worth while. If you would secure real Dress values, come to-morrow. None C. O. D. None on approval.

**Exclusive Dresses up to \$75  
\$47.50**

Beautiful Dresses---many one of a kind---fashioned of the finest fabrics. Steel-headed Georgette Dresses, elaborately embroidered Serge Dresses, handsome Satin Dresses for street and afternoon wear. Dresses that radiate exclusiveness in every line, created by some of the finest makers in the country. Rich colorings add to their attractiveness.

**Handsome Dresses to \$50  
\$35.00**

Wonderful Dresses at \$35.00. Former selling prices range from \$39.50 to \$55.00. Dozens of clever models. Styles for every figure. Remember, please, that every one of these Dresses is new this season, in fashion now. Desirable in fabric and color. Styles those of the hour. Worth coming to see if you intend purchasing a Dress. Models for afternoon and street wear.

**Dresses to \$17.50  
\$9.95**

Satin Dresses and a few Serges, about 100 all told, at \$9.95. None sold for less than \$15.00; all colors in the satin; sizes to 42; material alone is worth the price asked.

**Dresses to \$25.00  
\$19.75**

Not all of our \$25.00 Dresses, but quite a number have been reduced to \$19.75. Fine Serge or rich, lustrous Satin; all sizes; all new and desirable. Some of the smartest models of the season in this collection.

**Dresses to \$35.00  
\$25.00**

Every one is familiar with the handsome Dresses we have been showing at \$35.00. Some of these are now reduced to \$25.00, a clear saving of \$10.00; others sold at \$29.50; also reduced to \$25.00. All sizes.

**Dresses to \$19.75  
\$15.00**

A number of our famous Town Topic \$19.75 Dresses have been reduced to \$15.00. At \$19.75 they were the greatest dress values in town. They are double bargains, now that they are \$4.75 less. They have style.

**Mme. Pfeil Corsets  
\$2 to \$10**



The Corset With a Tongue

This splendid Font Lace Corset is sold exclusively by us in Richmond. The attractive model illustrated is designed in accordance with the most advanced fashion tendencies. Low bust, long skirt. Pink or white.

Low Bust Corset, Elastic Back, \$1

**NEW  
Elastic Brassieres  
\$1, \$1.50 \$2.98**

A New Idea

Here is good news for large women. An elastic Brassier, with elastic all the way around, so as to take care of the surplus flesh in the back. This one is \$1.50, in flesh only. At \$2.98, one with elastic in front and silk brocade in the back. All of these fasten in the back. All sizes.

Again Featuring

**\$5.95 Blouses at  
\$5.00**

More of our exquisite \$5.95 Blouses, of fine Georgette, have been reduced and added to our famous \$5.00 collection. Some of that heavy fine Crepe de Chine are included. All sizes to 44.

**Beautiful New  
Pattern Hats**



**\$10, \$12.50 and \$15**

New---received only last week---the very last word in Millinery. Matelie laces and fur edging. You would think you were on Fifth Avenue. Exclusive model, of course. See them Monday. You'll find it worth while.